

## AMENDMENTS

Claim amendments:

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1. (Currently Amended) A user interface presented by a programmable device for creating and editing a viewer profile used by the programmable in a device for determining programming events of interest to a viewer, the user interface comprising:

a category tool for receiving input from a user specifying predefined subject matter categories representing subject matter of interest to the viewer, wherein the subject matter represented by each of said predefined categories is defined such that the predefined categories together form a hierarchy comprising at least a set of top-level categories, respective sets of first level sub-categories each corresponding to and encompassed by a top-level category, and respective sets of second level sub-categories each corresponding to and encompassed by a first level sub-category, and

wherein said category tool is responsive to user navigation commands to provide navigation among said predefined categories in accordance with said hierarchy.

2. (Previously Amended) The user interface claimed in claim 1, wherein said user interface further comprises a keyword tool for receiving input from a user specifying keywords representing subject matter of interest to the viewer.

3. (Previously Amended) The user interface claimed in claim 2, wherein said input received by said keyword tool comprises keyword preference scores indicating an amount of viewer interest in subject matter represented by a specified keyword.

4. (Previously Amended) The user interface claimed in claim 1, wherein said input received by said category tool comprises category preference scores indicating an amount of viewer interest in subject matter represented by a specified predefined category.

5. (Previously Amended) The user interface claimed in claim 1, further comprising a qualified keyword tool for receiving input from a user indicating that a keyword specified by the user represents subject matter of interest to the viewer only when that subject matter is also represented by a specified one of said predefined categories.

6. (Previously Amended) The user interface claimed in claim 5, wherein said qualified keyword tool further receives input comprising qualified keyword preference scores indicating an amount of viewer interest in subject matter represented by specified qualified keyword.

7. (Previously Amended) The user interface claimed in claim 4, wherein said user interface is a graphical user interface and said user interface comprises a sliding bar for indicating a category preference score associated with a specified category.

8. (Previously Amended) The user interface claimed in claim 1, further comprising a priority tool for receiving input from a user specifying a priority of said viewer profile relative to other viewer profiles when multiple viewer profiles are used for determining programming events of interest.

9. (Previously Amended) The user interface claimed in claim 1, further comprising an alerts per time period tool for receiving input from a user specifying a maximum number of alerts to be generated within a given time period using said viewer profile.

10. (Previously Amended) The user interface claimed in claim 1, further comprising an alert time advance tool for receiving input from a user specifying, for a programming event determined to be of interest using said viewer profile, an amount of time prior to the programming event that an alert for the programming event is to be provided.

11. (Previously Amended) The user interface claimed in claim 1, further comprising a profile activation time tool for receiving input from a user specifying times of day during which the viewer profile is to be used for identifying programming events of interest.

12. (Currently Amended) A method for creating a viewer profile used for determining programming events of interest to a viewer, comprising:

receiving user navigation commands ~~input~~ for navigation among predefined subject matter categories,

wherein the subject matter represented by each of said predefined categories is defined such that the predefined categories together form a hierarchy comprising at least a set of top-level categories, respective sets of first level sub-categories each corresponding to and encompassed by a top level category, and respective sets of second level sub-categories each corresponding to and encompassed by a first level sub-category, and wherein said navigation is performed in accordance with said hierarchy, and

wherein said navigation is performed in accordance with said hierarchy;

receiving input from the user indicating that a predefined category of the ~~specifying predefined categories of said hierarchy to which the user has navigated using said navigation commands~~ represents ~~representing~~ subject matter of interest to the viewer; and

storing data representing ~~said specified predefined categories~~ indicated by the user as representing subject matter of interest to the viewer in a viewer profile in a computer readable medium.

13. (Previously Amended) The method claimed in claim 12, further comprising receiving input from a user specifying a keyword representing subject matter of interest to the viewer.

14. (Previously Amended) The method claimed in claim 13, wherein said input specifying a keyword comprises a keyword preference score indicating an amount of viewer interest in subject matter represented by a specified keyword.

01. 15. (Previously Amended) The method claimed in claim 13, further comprising receiving qualified keyword input from a user indicating that a keyword specified by the user represents subject matter of interest to the viewer only when that subject matter is also represented by a specified one of said predefined categories.

16. (Currently Amended) The method claimed in claim 12, wherein said input indicating that specifying a predefined category represents subject matter of interest to the viewer comprises a category preference score indicating an amount of viewer interest in subject matter represented by the a-specified category.

17. (Previously Amended) The method claimed in claim 12, further comprising receiving input from a user specifying a priority of said viewer profile relative to other viewer profiles when multiple viewer profiles are used for determining programming events of interest.

18. (Previously Amended) The method claimed in claim 12, further comprising receiving input from a user specifying a maximum number of alerts to be generated using said viewer profile within a given period of time.

19. (Previously Amended) The method claimed in claim 12, further comprising receiving input from a user specifying, for a programming event determined to be of interest using said viewer profile, an amount of time prior to the programming event that an alert for the programming event is to be provided.

20. (Previously Amended) The method claimed in claim 12, further comprising receiving input from a user specifying times of day during which the viewer profile is to be used for identifying programming events of interest.

21. (Currently Amended) A programmable device for determining programming events of interest to a viewer, the device comprising a computer readable medium storing programming code to control the device to perform processing comprising:

receiving user navigation commands ~~input~~ for navigation among predefined subject matter categories,

wherein the subject matter represented by each of said predefined categories is defined such that the predefined categories together form a hierarchy comprising at least a set of top-level categories, respective sets of first level sub-categories each corresponding to and encompassed by a top level category, and respective sets of second level sub-categories each corresponding to and encompassed by a first level sub-category, and wherein said navigation is performed in accordance with said hierarchy, and

wherein said navigation is performed in accordance with said hierarchy;

receiving input from the user indicating that a predefined category of the hierarchy to which the user has navigated using said navigation commands represents ~~specifying predefined categories of said representing~~ subject matter of interest to the viewer; and

storing data representing ~~said specified predefined categories~~ indicated by the user as representing subject matter of interest to the viewer in a viewer profile in a computer readable medium.

22. (Previously Amended) The device claimed in claim 21, said processing further comprising receiving input from a user specifying a keyword representing subject matter of interest to the viewer.

23. (Previously Amended) The device claimed in claim 22, wherein said input specifying a keyword comprises a keyword preference score indicating an amount of viewer interest in subject matter represented by a specified keyword.

24. (Previously Amended) The device claimed in claim 22, said processing further comprising receiving qualified keyword input from a user indicating that a keyword specified by the user represents subject matter of interest to the viewer only when that subject matter is also represented by a specified one of said predefined categories.

25. (Currently Amended) The device claimed in claim 21, wherein said input indicating that specifying a predefined category represents subject matter of interest to the viewer comprises a category preference score indicating an amount of viewer interest in subject matter represented by the a specified category.

26. (Previously Amended) The device claimed in claim 21, said processing further comprising receiving input from a user specifying a priority of said viewer profile relative to other viewer profiles when multiple viewer profiles are used for determining programming events of interest.

27. (Previously Amended) The device claimed in claim 21, said processing further comprising receiving input from a user specifying a maximum number of alerts to be generated using said viewer profile within a given period of time.

28. (Previously Amended) The device claimed in claim 21, said processing further comprising receiving input from a user specifying, for a programming event determined to be of interest using said viewer profile, an amount of time prior to the programming event that an alert for the programming event is to be provided.

29. (Previously Amended) The device claimed in claim 21, said processing further comprising receiving input from a user specifying times of day during which the viewer profile is to be used for identifying programming events of interest.

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Claims 30-35 (Canceled)